

# “La Procesión” (The procession)

Action in Monterrey, Mexico, July 2001.

Participants: GAC made a workshop in this city, during a seminar of Performance & Politics in the Americas. The action was co-organized with the audience, most of them were local students of theatre.



## CONFLICT

Our identity is being transformed by neoliberalism. Our desires, customs and thoughts have been modified.

While, labor violations and environmental devastation occur in broad daylight.

The state role has changed: it became a sponsor of the economic power.

## LOCAL CONTEXT

The *maquiladoras* -the multinationally factories- came to Mexico looking for its cheap labor. This border city is losing public space and its traditional landscape. While the power pushes these new shapes on people's lives, the culture still keeps its traditions. For example, the religious processions are quite common.



## GOALS

to denounce the collusion between the state and the transnational economic power

## STRATEGY

To use a very popular format of collective performance (the procession) to claim the attention of those who usually never felt involved in political issues, and are also victims of this situation.

## TACTICS / TOOLS



costume design: employees of a transnational company

subvertising logos: each garbage bag was tagged with a logo



Body language. The gestures: faithful of the economic power



Subvertising: the national mexican flag was replaced by the "trade mark" symbol



ephimeral installation/ intervention:  
transforming the public square in front of  
the government palace, leaving a line of  
garbage bags as an offering.

